
 DRIVER SAFETY	<i>Chapter</i> INDEXES
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 DRIVER SAFETY	Chapter INTRODUCTION
	Subject Design of This Guidance Manual

ORGANIZATION & NUMBERING:

Chapter Title—The subject matter in the manual is divided into chapters. The title appears in the upper right-hand corner of the first page of a subject and in the upper left-hand corner of any subsequent page.

Subject Title—The title of a subject appears in the upper right-hand corner of the first page of a subject and in the upper left-hand corner of any subsequent page.

“DS” Prefix—Preceding each subject number, this prefix stands for the manual title *Driver Safety*.

Date—The latest issuance date of a subject appears at the bottom of each page of the subject. This date agrees with the latest issuance date shown for the subject in the Table of Contents (**DS-01**).

Page Numbering—Each subject has its own page numbering, which appears at the bottom of each page.

LOCATING INFORMATION:

Two indexes appear at the front of the manual, and one index appears at the back:

- Ø **Table of Contents (DS-01)**—This index at the front lists the titles of the manual’s chapters and their subjects, as well as other information, in numerical order. It includes the latest issuance dates of all the subjects. As the manual matures, these dates change.
- Ø **Alphabetical Index (VR-01)**—This index at the front alphabetically lists key information in the manual. Generally, it directs the user to subject titles and to margin, paragraph, and subparagraph headings within subjects.
- Ø **Table of Exhibits (DS-9900)**—This index at the back lists the manual’s exhibits, including forms, worksheets, diagrams, etc., by number and title.



**CROSS-
REFERENCES
IN MANUAL:**

Subject Numbers within Narrative—A subject number within the narrative on a page directs the user to more information about the subject.

QUESTIONS:


Whom to Contact—For answers to questions about the contents of the manual, please contact:

Division of Driver Safety
Transportation Cabinet Office Building
W3-22-01
200 Mero Street
Frankfort, KY 40622
(502) 564-1438

For copies of the manual, please contact:

Policy Support Branch
Transportation Cabinet Office Building
W4-26-02
200 Mero Street
Frankfort, KY 40622
(502) 564-3670

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 DRIVER SAFETY	<i>Chapter</i> INTRODUCTION
	<i>Subject</i> Overview of the Division

RESPONSIBILITIES: The Division of Driver Safety is a component of the Department of Vehicle Regulation within the Transportation Cabinet.

Through the Department of Vehicle Regulation and in conjunction with the State Highway Engineer's Office, the mission of the Division of Driver Safety and its Drive Smart Kentucky Program is to reduce the number of fatalities and injuries and the amount of property damage on high-crash corridors throughout the state.

The mission is a multifaceted approach that incorporates the four E's of highway safety:

- Ø Identify problems through **Engineering**.
- Ø Inform the public through **Education**.
- Ø Monitor situations with increased **Enforcement**.
- Ø Provide **Emergency Response**.

To promote safety for the Commonwealth, the Division of Driver Safety:

- Ø Uses Speed Monitoring Awareness Radar Trailers (SMART) on high-crash corridors, work zones, and other problem roadways, as well as in highway safety school programs, parades, festivals, and fairs
- Ø Coordinates traffic-safety checkpoints with law enforcement throughout the state to strictly enforce all traffic-safety laws and identify vehicle-equipment violations, such as those pertaining to:
 - ◆ Safety belts
 - ◆ Child restraints
 - ◆ Liability insurance
 - ◆ Hazardous-moving violations

Note: To participate safely and effectively in traffic-safety checkpoints, the division maintains mobile traffic-safety trailers equipped with generators, radios, hazard-warning lights, and traffic signs and cones.



RESPONSIBILITIES**(cont.):**


- Ø Conducts statewide highway safety campaigns, as well as public information and educational programs, including the Child Passenger Safety Program

ORGANIZATION:

The Division of Driver Safety comprises two branches:

- Ø The **Administrative Branch** prepares, oversees, and disseminates information to the media and all oral and written presentations to the general public and to local, state, and federal agencies on division activities as requested. This branch also represents the division and participates in interagency committees, task forces, and meetings.
- Ø The **Operations Branch** is responsible for the following programs:
 - ◆ Corridor Safety
 - ◆ Education
 - ◆ Child Passenger Safety
 - ◆ SMART Trailers

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 DRIVER SAFETY	<i>Chapter</i> ADMINISTRATIVE BRANCH
	<i>Subject</i> Budget

JOB DUTIES:

The Administrative Branch is responsible for developing, implementing, and monitoring the budget for the Division of Driver Safety. These duties include:

- Ø Planning, assigning, and supervising the daily administrative activities of the division
- Ø Assuring compliance with division and program budget
- Ø Monitoring and processing personnel documents and reports, overtime, and leave
- Ø Compiling, processing, and maintaining all division and branch program records and reports
- Ø Representing division and participating in interagency committees, task forces, and meetings

POLICIES:

The following policies apply to budgeting:


Purchase and Processing—All purchase requests and processing of budget documents are entered into the Management Administrative and Report System (MARS) at division level and approved by a branch manager.

Pro Card—The individual named on the specific pro card must make all purchases. Transactions are then entered into MARS at division level and sent to the Division of Accounts.

State Price Contract—Specifications and quotes are obtained and entered into MARS at division level and sent to the Division of Purchases for approval and processing.

Payroll—All payroll information is entered into Payroll system at division level. Hard-copy documents are maintained in division files.

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 <p>DRIVER SAFETY</p>	<p><i>Chapter</i></p> <p>ADMINISTRATIVE BRANCH</p>
	<p><i>Subject</i></p> <p>Media</p>

OVERVIEW:

The Administrative Branch prepares, oversees, and disseminates information to the media and all oral and written presentations to the general public and to local, state, and federal agencies on division activities as requested. This branch also represents the division and participates in interagency committees, task forces, and meetings.

The branch is responsible for:

- Ø Responding to media requests
- Ø Preparing speeches or presentations
- Ø Developing public service announcements
- Ø Maintaining quality reports, an updated contact list, and printed materials requests
- Ø Alerting the media to events throughout the state

RESPONDING TO

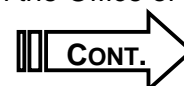
MEDIA REQUESTS: The following procedure applies to responding to media requests:

1. Base response on direction from the Executive Director of the Office of Public Affairs and the Director of the Division of Driver Safety.
2. Inform the Kentucky Transportation Center, District Office (Chief District Engineer [CDE], if necessary), and Public Information Office.

**PREPARING
SPEECHES &**

PRESENTATIONS: The following procedure applies to preparing speeches and presentations:

1. Work with Drive Smart personnel on logistics of speech (what, when, where, how many, etc.) and ascertain specific goals of speech.
2. Determine whether a PowerPoint presentation is needed and, if so, determine what audiovisual equipment will be needed at the location.
3. Determine who needs the compact disc of the presentation after development.
4. If the speech is for a Cabinet press conference, work with the Office of Public Affairs on drafting remarks.



**DEVELOPING
PUBLIC SERVICE**

ANNOUNCEMENTS: The following procedure applies to developing public service announcements (PSAs):

1. Select a clear message to send to the public (impaired driving, seatbelt safety, etc.)
2. Select print, radio, and/or television media.
3. Determine budget for development and purchasing time, if necessary.
4. If purchasing time, work with the Director of Driver Safety and the New West agency.
5. Select which agency will develop PSA (Fish and Wildlife, Creative Services, Clear Channel, or New West).
6. After development, distribute to district public information officers (PIOs), corridor team leaders, and area development districts (ADDs), and post on Web site.
7. Send out advisory with information on the safety campaign and with Web site address.

**MAINTAINING
QUALITY
REPORTS:**

The following procedure applies to maintaining quality reports:

1. Tally Education, Community, Corridor, Child Passenger Safety, and Driver Improvement programs monthly, using the office schedule and program folders located in high-density files.
2. Send a draft to program leaders for review.
3. Report findings on the Departmental Scorecard located on the N: drive and in the monthly detailed report to the Commissioner of the Department of Vehicle Regulation.

**CORRIDOR SAFETY
PROGRAM:**

The following is an e-mail contact list for the Corridor Safety Program:

- Ø Commissioner of the Department of Kentucky Vehicle Enforcement (KVE)
- Ø Commander of Media Relations Branch for Kentucky State Police (KSP)
- Ø Deputy Commissioner of KSP
- Ø Commander of Governor's Office of Highway Safety
- Ø Transportation Cabinet's Highway Safety Management Coordinator
- Ø Transportation Cabinet's Executive Director of the Office of Public Affairs



CORRIDOR SAFETY

PROGRAM (cont.): The following are local contacts (for corridor advisories in the local area):

- Ø Transportation Cabinet PIO
- Ø Transportation Cabinet Drive Smart Coordinator
- Ø Transportation Cabinet CDE
- Ø Kentucky State Police (KSP) Post Commander
(<http://www.kentuckystatepolice.ky.gov/post.htm>)
- Ø KSP PIO
- Ø Kentucky Vehicle Enforcement (KVE) Captain
- Ø KVE Sergeant
- Ø KVE Lieutenant

PRINTED**MATERIALS:**

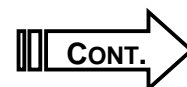
The following is the procedure for requesting printed materials:

1. Determine what materials are needed and the amount needed.
2. Complete the TC 76-501 form, *Offset and Quick Copy Printing Request (Exhibit 01)*, located on the N: drive.
3. Deliver work order to the Division of Property and Supply Services, Graphics and Reproduction Branch.
4. Work with Cabinet's graphic artists to determine proper message and design.
5. Pick up printed materials upon notification from the Graphics and Reproduction Branch.

ALERTING MEDIA**BY FAX:**

The following is the procedure for alerting the media by fax:

1. Open **Fax Sr. Client**.
2. Select **Fax**.
3. Select **Send**.
4. Select **Attachments**.
5. Find and select file that needs to be sent.
6. Select **Add**.
7. Select **Close**.
8. Select **To**.
9. Enter city where the advisory needs to go.
10. Select all media in that area and hit the >> button.
11. Select **Close**.
12. Select **Send**.




ALERTING MEDIA**BY E-MAIL:**

The following is the procedure for alerting media by e-mail:

1. Reference *Media Guide* (media are listed by county and by city in the back index).
2. Look up city in the appropriate category (daily newspaper, non-daily newspaper, radio station, or TV station).
3. A general e-mail address may be listed for the contact, or there might be an e-mail address for the news editor.


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 DRIVER SAFETY	<i>Chapter</i> ADMINISTRATIVE BRANCH
	<i>Subject</i> Personnel

RESPONSIBILITIES: The branch is responsible for ensuring compliance with personnel policies, rules, and regulations. This includes the following:

- Ø Maintaining division personnel records, documents, and files
- Ø Overseeing and monitoring personnel time, attendance, and leave procedures
- Ø Assisting personnel with training, benefits, payroll, and safety and health issues and programs
- Ø Scheduling personnel for programs, events, and meetings
- Ø Compiling, processing, and maintaining all program records and reports for the division
- Ø Evaluating personnel job performance
- Ø Reviewing, monitoring, and recommending personnel actions as needed

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 DRIVER SAFETY	<i>Chapter</i> ADMINISTRATIVE BRANCH
	<i>Subject</i> Mail & Telephone

OVERVIEW: The Administrative Branch is responsible for processing all incoming and outgoing mail and seeing that all telephone calls are handled in an appropriate and timely manner.

INCOMING MAIL: These procedures are to be followed for incoming mail:

1. Open all incoming mail.
2. Stamp all incoming mail with **Received• Division of Driver Safety** and the appropriate date.
3. Distribute incoming mail to appropriate employees.

**INCOMING
TELEPHONE
CALLS:**

The following procedure applies to incoming telephone calls:

1. Answer all incoming telephone calls with the greeting, "Good morning (afternoon), Drive Smart."
2. Transfer telephone call to appropriate employee by pressing the **XFER/CONF** button, entering the extension, and hanging up the telephone. If employee is unavailable, take a message.

**DRIVE SMART
GROUP VOICE
MAIL MESSAGE
INSTRUCTIONS:**

These are the instructions for using Group Voice Mail Message:


- Ø To turn on Group Voice Mail Message:
1. Press the **CALL FWD GROUP** button (this is Drive Smart voice mail for after working hours).
 2. Dial the number **6** and the extension number **3836**.



**DRIVE SMART
GROUP VOICE
MAIL MESSAGE
INSTRUCTIONS****(cont.):**

- Ø To cancel Group Voice Mail Message, press the **CALL FWD GROUP** button and number **10**.
- Ø To listen to messages:
 1. Press the **MESSAGE** button.
 2. Press the **#** sign and extension number **3836**.
 3. Enter security code **1438** (the last four digits of Drive Smart telephone number).
 4. To listen to the first message, press the number **5**.

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 DRIVER SAFETY	<i>Chapter</i> <p>OPERATIONS BRANCH</p>
	<i>Subject</i> <p>Corridor Safety Program</p>


**BRANCH
ACTIVITIES:**

The Operations Branch is responsible for representing the Division of Driver Safety in all Corridor Safety Program activities.

Activities include the following:

- Ø Attending initial meetings with district offices, area development districts, law enforcement agencies, schools, local officials, and community organizations
- Ø Setting goals for the Drive Smart corridors by highway district **(Exhibit 02)**
- Ø Coordinating with all law enforcement agencies the dates, times, and places for Operation Drive Smart Blitz and contacting local media for these events
- Ø Providing enforcement with radar trailers, targeted enforcement signs, and checkpoint trailers and working with highway district offices to provide message boards **(Exhibit 03)**
- Ø Coordinating with area development districts to conduct safety-belt surveys at local schools
- Ø Coordinating with the Public Information Officer at each highway district office to have school "Buckle-Up" signs placed and contacting local media for this event **(Exhibit 04)**
- Ø Coordinating with highway district offices and area development districts for follow-up with educational events after placement of the Operation Drive Smart Blitz and school signs
- Ø Conducting three-month follow-up seatbelt surveys to determine results
- Ø Assuring corridor program budget compliance
- Ø Representing division by serving on interagency committees and task forces, as well as attending meetings

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 <p>DRIVER SAFETY</p>	<p><i>Chapter</i></p> <p>OPERATIONS BRANCH</p>
	<p><i>Subject</i></p> <p>Education Program</p>

DESCRIPTION OF PROGRAM:

The education program consists of highway safety activities and events performed in elementary, middle, and high schools throughout Kentucky.

These activities include:

- Ø Drive Smart's seat belt safety education, which utilize:
 - ◆ Life-size dummies in a rollover simulator to demonstrate what may happen to buckled and unbuckled vehicle occupants in a rollover crash
 - ◆ Guest speakers Vince and Larry (the crash-test dummies) and the Drive Smart Kentucky Bear to educate children on using proper child restraints and seat belts
- Ø Impaired-driving-prevention presentations that encourage high school students to never drive while impaired. These include:
 - ◆ Ghost Outs
 - ◆ Mock Crash Scenes
 - ◆ Judgment Days
 - ◆ Fatal Vision Goggles

REQUESTING PROGRAM:

The procedure for requesting an education program is as follows:

1. Document request on electronic event program form.
2. E-mail the form to manager for approval.
3. Upon approval of form, submit the following to the Division of Driver Safety's Web master for the Drive Smart office schedule:
 - Ø Event date
 - Ø Time
 - Ø Location
 - Ø Names of assigned staff members



**REQUESTING
PROGRAM (cont.)**

4. Create a file with the following information on the tab:
 - Ø Event date
 - Ø Location
 - Ø District
5. Place hard copy of file in folder and in the program high-density file area.

**EDUCATION
PROGRAM
PLANNING:**


The procedure for education program planning is as follows:

1. Complete the electronic event-planning checklist for education programs (**Exhibit 05**).

The checklist includes the following:

- Ø General information
 - Ø School information
 - Ø Initial planning meeting
 - Ø Names of program participants
 - Ø Program responsibilities
 - Ø Deadline to complete program responsibilities
 - Ø Drive Smart follow-up with program participants
 - Ø Final planning meeting of program participants
 - Ø Final planning meeting of agenda items
2. Conduct program.
 3. Mail Drive Smart program evaluation form and stamped return envelope to appropriate individual.

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 <p>DRIVER SAFETY</p>	<p><i>Chapter</i></p> <p>OPERATIONS BRANCH</p>
	<p><i>Subject</i></p> <p>Child Passenger Safety Program</p>

OVERVIEW: Drive Smart's Child Passenger Safety (CPS) Program provides:

- Ø Statewide child-safety-seat checkup events
- Ø Educational presentations
- Ø Certified CPS technician classes

Program employees are also involved with local prevention programs such as Kentucky Safe Kids Coalition. The Coalition provides statistical facts and information for any legislation that will reduce children's injuries and deaths when in motor vehicles.

Drive Smart also maintains the Buckle-That-Child Hotline. Motorists can anonymously call **800-235-8KID** to report the Kentucky license plate of any vehicle with an unrestrained child. An educational packet with child-safety tips is sent to the registered owner of the vehicle.

**CPS CHECKUP
EVENT:**

Employee procedure for conducting a CPS checkup event is as follows:

1. Take call requesting an event in a particular area.
2. Give the caller a date about two months in advance.
3. Send a press sheet and print request for posters and flyers to the Division of Property and Supply Services.
4. Call local technicians two to three weeks before the event to request help.
5. Send event posters and flyers to local contact in the area about two weeks before the event.
6. Clean and pack CPS van two days before the event.
7. Confirm details with local contact on day before the event.



**CPS CHECKUP
EVENT (cont.):**

8. Perform the following after the event:
 - Ø Calculate statistics.
 - Ø Send thank-you letters.
 - Ø Conduct follow-up telephone calls.

**CPS
INFORMATIONAL
BOOTH:**

Employee procedure for setting up a CPS informational booth is as follows:

1. Take call requesting an informational booth.
2. Arrange date and time of the event.
3. Pack the following materials for the event:
 - Ø Infant seat
 - Ø Convertible seat
 - Ø Forward-facing-only seat (combo booster)
 - Ø Booster seat
 - Ø One large noodle and one small noodle
 - Ø One sheet of Grippo
 - Ø Giveaway items
 - Ø Information sheets (located in high-density files under CPS):
 - ◆ Sheets explaining what every parent needs to know about child-safety seats
 - ◆ Buckle-That-Child flyers
 - ◆ CHAD stickers
 - ◆ Bookmarks asking whether child seat has been recalled
 - ◆ Tip sheets:
 - Checking child's car seat
 - Buckling up during pregnancy
 - Learning about what every parent of a premature baby needs to know before transporting baby in a car
 - Selecting the right kind of child's car seat (stages of car-seat use)
 - Learning about Lower Anchor and Tethers for Children (LATCH) • the new way to install a car seat
 - Tethering child's car seat (A tether is better!)
 - Installing child's car seat tightly (seat belts, LATCH, and tethers are explained)



BUCKLE-THAT-CHILD

HOTLINE: Employee procedure for using the Buckle-That-Child Hotline is as follows:

1. Press the **MESSAGE** button on the telephone.
2. Enter mailbox number **0894**.
3. Enter four-digit security code.
4. Follow directions from voice mail.
5. List all license plate numbers and descriptions of vehicles.
6. Look up license plate numbers on the Division of Information Systems mainframe system to determine registered owner of vehicle (only certain people have access).
7. List names and addresses.
8. Send Buckle-That-Child informational packets to all listed.

**INFORMATION IN
BUCKLE-THAT-
CHILD PACKET:**

Items included in the Buckle-That-Child informational packet are as follows:


- Ø Buckle-Up Hotline letter
- Ø What every parent needs to know about child-safety seats
- Ø Tip sheet: "Selecting the Right Kind of Car Seat"

CPS

PRESENTATION: Employee procedure for initiating a CPS presentation is as follows:

1. Take call requesting a presentation.
2. Schedule date and time of event.
3. Bring the following to the presentation:
 - Ø Infant seat
 - Ø Convertible seat
 - Ø Forward-facing-only seat
 - Ø Booster seat
 - Ø One large and small noodle
 - Ø CPS video
 - Ø Litter bags for each participant

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 DRIVER SAFETY	<i>Chapter</i> OPERATIONS BRANCH
	<i>Subject</i> SMART Trailers

**BRANCH
ACTIVITIES:**

The Operations Branch is responsible for maintaining, delivering, setting up, and picking up the Speed Monitoring Awareness Radar Trailers (SMART) at different sites throughout the state.

**SMART SETUP
PROCEDURES:**

The procedure for setting up a radar trailer is as follows:

1. Obtain the following information for a radar trailer request (**Exhibit 06**):

- Ø Name of the agency making the request
- Ø Name of contact person, title, and telephone number
- Ø Dates needed
- Ø Number of trailers requested
- Ø Locations of set-ups
- Ø Length of time trailers are needed
- Ø Whether agency:
 - ◆ Has a vehicle equipped to move trailers
 - ◆ Will be moving trailers to several locations
 - ◆ Will pick up trailers or have Drive Smart deliver them
 - ◆ Desires a press release in local media

2. Record the information on the trailer request log.

3. Complete trailer requests with the following priority:

- Ø Transportation Cabinet Safety Corridor projects
- Ø Transportation Cabinet construction zones
- Ø State, county, and local law enforcement agencies
- Ø Other requests

4. Follow the instructions on the radar trailer set-up and operating instructions to put the trailer in operation.

5. Record information on the trailer location log and request log upon delivery.



**SMART PICKUP
PROCEDURES:**

The procedure for picking up radar trailers is as follows:

1. Record pickup date on the request log, and change necessary information on the location log.
2. Take the trailers needing electronic maintenance to PB Electronics in Shepherdsville.
3. Take the trailers needing other maintenance to the C-1 Garage.
4. Record the required information on the trailer repair log.

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 DRIVER SAFETY	<i>Chapter</i> EXHIBITS
	<i>Subject</i> Table of Exhibits

EXHIBIT NUMBER	FORM TITLE	FORM NUMBER
01	Offset and Quick Copy Printing Request	TC 76-501
02	Drive Smart Corridors and Counties	(none)
03	Trailer Request Checklist for Safety Corridor Blitz	(none)
04	Checklist for Placement of Seat Belt Signs at Schools	(none)
05	Event Program Form (EPF)	(none)
06	Radar Trailer Request Checklist	(none)